

IN THE CLAIMS

1. (Previously Presented) A method for interactive television, the method comprising:

receiving a terrestrial broadcast signal comprising a video stream;

interpreting commands embedded in the video stream, said embedded commands operable to access interactive features, said embedded commands synchronized and correlated with additional Internet-based content;

receiving said Internet-based content via satellite transmission and sending transmitting information via landline transmission;

providing a digital interactive set-top box coupled to a standard television, said interactive set-top box accessing said additional Internet-based content and superimposing said content on said video stream; and

displaying said additional Internet-based content superimposed on said video stream from said traditional broadcast signal.

2. (Previously Presented) The method of claim 1, said embedding comprising embedding HTML or Java commands.

3. (Cancelled)

4. (Original) The method of claim 1, said embedding comprising embedding delimiters to define sequential video clips for storage and future display.

5. (Original) The method of claim 1, said embedding comprising embedding delimiters to define sequential video clips for storage and future display, each of said sequential video clips comprising a segment of a sporting event.

6. (Previously Presented) A method for interactive television, the method comprising:

receiving a terrestrial broadcast signal comprising a video stream;

interpreting commands embedded in the video stream, said embedded commands operable to access interactive features, said embedded commands synchronized and correlated with additional Internet-based content; said embedding comprising embedding delimiters to define sequential video clips for storage and future display, each of said sequential video clips comprising a segment of a sporting event;

storing one or more of said video clips of said selected plays;

summarizing said stored video clips with a graphic summary including coded indicators denoting types of plays;

replaying one of said video clips upon viewer selection of a corresponding said coded indicator

receiving said Internet-based content via satellite transmission and sending transmitting information via landline transmission; and

displaying said additional Internet-based content superimposed on said video stream from said traditional broadcast signal.

7. (Original) The method of claim 6, comprising selecting a fixed graphic format for viewing on a standard non-interactive television.

8. (Original) The method of claim 1, said embedding comprising embedding commands in said video stream to facilitate polling of viewers, allowing said viewers to vote on an aspect of said simultaneously displayed broadcast data.

9. (Original) The method of claim 1, said embedding comprising embedding commands in said video stream to prompt access to Internet sites offering pushed products.

10. (Original) The method of claim 1, said embedding comprising embedding commands in said video stream to prompt access to Internet sites offering pushed products selected from the group consisting of: tickets to future sporting events, travel packages, and sports apparel.

11. (Previously Presented) A method for interactive television, the method comprising:

providing a broadcast signal comprising a video stream;

embedding commands in the video stream, said embedded commands operable to access interactive features, said embedded commands synchronized and correlated with additional Internet-based content, said embedding comprising embedding commands in said video stream to prompt access to Internet sites offering pushed products selected using analysis of said viewer's habits;

providing a digital interactive set-top box coupled to a standard television, said interactive set-top box accessing said additional Internet-based content and superimposing said content on said video stream; and

displaying said additional Internet-based content superimposed on said video stream from said broadcast signal.

12. (Original) The method of claim 1, said embedding comprising embedding commands enabling a viewer to interactively complete a transaction to purchase various products by selecting an Internet generated icon on the display screen.

13. (Original) The method of claim 1, said embedding comprising embedding commands enabling a viewer to interactively complete a transaction to purchase various products and receive confirmation of said transaction in real-time on a display screen.

14. (Original) The method of claim 1, said embedding comprising embedding commands utilizing streaming data from said Internet or television broadcast to further enhance the viewing experience by continuously superimposing interactive data in various locations on said broadcast video.

15. (Original) The method of claim 1, said embedding comprising embedding commands utilizing streaming data comprising a selected personalized portfolio of stocks, the ticker for said selected portfolio being taken from market data embedded in said video stream and presented and updated in a banner or window on said display screen.

16. (Original) The method of claim 1, comprising editing interactive data selected from a group consisting of sports teams and portfolio stocks from a screen menu in real-time.

17. (Previously Presented) A method for interactive television, the method comprising:

receiving a terrestrial broadcast signal comprising a video stream;

interpreting commands embedded in the video stream, said embedded commands operable to access interactive features, said embedded commands synchronized and correlated with additional Internet-based content;

receiving said Internet-based content via satellite transmission and sending transmitting information via landline transmission;

displaying said additional Internet-based content superimposed on said video stream from said traditional broadcast signal; and

providing taskbars displaying various accounts in the home.

18. (Previously Presented) An interactive television system, comprising:

a broadcast video receiver for receiving video data from a video provider service via terrestrial broadcast transmission;

a digital interactive set-top box coupled to a standard television, said interactive set-top box accessing said additional Internet-based content and superimposing said content on said video data; said digital interactive set-top box comprising:

an internet browser providing bi-directional access to internet content, said internet browser receiving said internet content via satellite transmission, and said internet browser sending said internet content via landline transmission;

a graphics processor capable of receiving said broadcast video content and said internet content and providing combined video data comprised of both broadcast video content and internet content; and

a viewer interface interpreting viewer input and sending corresponding data content through said internet browser to a third party; and

a display in communication with said graphics processor for displaying said combined video data.

19-23. (Cancelled)

24. (Previously Presented) The method of claim 5, comprising:
storing one or more of said video clips of said selected plays;
summarizing said stored video clips with a graphic summary including coded
indicators denoting types of plays; and
replaying one of said video clips upon viewer selection of a corresponding said coded
indicator.

25. (Previously Presented) The method of claim 1, comprising providing taskbars
displaying various accounts in the home.